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PRE-ORDERS FOR IPHONE 4S SURPASS ONE MILLION

Following the announcement that more than one million orders for the iPhone 4S have already been placed ahead of Apple's new handset going on sale on 14th October, **Ernest Doku, technology expert at uSwitch.com, commented:** "The pre-order figures show that any disappointment following the iPhone 4S launch was limited to pundits and analysts, and not to the people that really matter: consumers.

"The iPhone 4S might not look any different, but true iFans realise that when it comes to phone functionality, this handset's raft of new and improved features are more exciting than any aesthetic alterations.

"Admittedly we were all hoping for an iPhone 5 but, actually, the name is irrelevant. The iPhone 4S is a dramatically different smartphone beneath its overly familiar shell and with a new A5 dual-core processor also used in the iPad 2, a camera sporting an 8-megapixel lens and an 'intelligent assistant' in the form of voice-driven application Siri, there seems to be plenty to delight early adopters."

For more information visit www.uswitch.com or call 0800 093 0607

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